

Content Activation & Omnichannel Orchestration Manager

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България
Available in: English

Сводка

At Novartis, our purpose is to reimagine medicine to improve and extend people's lives. As the Content Activation & Omnichannel Orchestration Lead, you will play a key role in transforming customer engagement by ensuring that approved content is activation-ready and delivered seamlessly across field and digital channels.

Reporting to the Customer Excellence Head, you will serve as the subject matter expert for content activation standards, omnichannel orchestration, and customer journey execution. You will work closely with Commercial, Medical, Value & Access, and other cross-functional teams to ensure customers receive consistent, engaging, and impactful experiences across all touchpoints.

This role combines strategic thinking, operational excellence, digital expertise, and continuous improvement to enhance customer experience and drive business impact through world-class omnichannel execution.

About the Role

Content Activation Excellence

- Ensure content developed by Therapeutic Area and business teams is activation-ready for field and digital platforms, including CRM, interactive content tools, and marketing automation systems.
- Establish, maintain, and continuously improve local standards, playbooks, and ways of working for content activation and deployment.
- Ensure adherence to global and local compliance, quality, and governance requirements.
- Enable effective content reuse and localization while maintaining alignment with global execution standards.
- Clarify and coordinate responsibilities across Customer Excellence, brand teams, and other stakeholders to ensure efficient activation processes.

Omnichannel Strategy & Orchestration

- Partner with brand and commercial leaders to execute insight-driven omnichannel engagement strategies aligned with business priorities.
- Translate customer journeys into practical omnichannel execution plans, including channel selection, sequencing, cadence, and engagement logic.
- Lead implementation of omnichannel journeys across customer engagement platforms and digital ecosystems.
- Ensure customer interactions are coordinated across field, digital, and remote channels to deliver a seamless experience.
- Provide expert guidance on channel utilization and orchestration best practices.

Performance Optimization & Analytics

- Monitor omnichannel execution performance and customer engagement metrics.
- Analyze campaign effectiveness, content utilization, channel performance, and customer journey adherence.
- Generate actionable insights to improve customer experiences and increase engagement effectiveness.
- Collaborate with analytics and technology teams to ensure data quality, reporting accuracy, and performance visibility.
- Drive data-informed recommendations that improve operational effectiveness and business outcomes.

Capability Building & Change Leadership

- Develop and deliver training and capability-building programs related to content activation, omnichannel engagement, and platform utilization.
- Support adoption of new technologies, processes, and ways of working.
- Act as a trusted advisor to commercial teams by promoting best practices and driving consistent execution standards.
- Foster a culture of continuous improvement, innovation, and customer-centricity.

Cross-Functional Collaboration

- Collaborate closely with Commercial, Medical Affairs, Value & Access, Data & Analytics, Customer Engagement, and Technology teams.
- Align omnichannel execution activities with customer engagement strategies and business objectives.
- Ensure execution standards are consistently applied across brands and functions.
- Support enterprise-wide initiatives that enhance customer engagement and operational excellence.

What You'll Bring

Essential Requirements

- Bachelor's degree in Business, Marketing, Life Sciences, or a related field.
- Fluent English and local language proficiency as required.

Benefits & Rewards

At Novartis, we're committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role: 64,300.00 - 91,800.00 - 119,300.00 EUR Annual

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

You may be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?
<https://www.novartis.com/about/strategy/people-and-culture>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.
[Read our handbook \(PDF 30 MB\)](#)

Primary location salary range
€64,300.00 - €119,300.00
Дивизион
International
Business Unit
General Management
Место
Бельгия
Сайт
Vilvoorde
Company / Legal Entity
BE03 (FCRS = BE003) Novartis Pharma nv-sa
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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List of links present in page

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- 2. <https://www.novartis.com/about/strategy/people-and-culture>
- 3. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
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